

OE Global 2021 - Interactive Session Proposal

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Session Title:

Understanding and Utilizing the Web Monetization Standard as a Creator and an Educator : an Open Course

Abstract:

As open educational resource creators continue to struggle to find funding and maintenance solutions for their open educational resources, the newly proposed web monetization standard presents a potential new solution and funding source moving forward, to allow educators and creatives to build sustainability behind their projects and the open educational resources that they craft.

(Parameswaran, 2020). The web monetization standard is a new browser API standard that allows for the generation of a payment stream from the user directly to the website being viewed (Melendez, 2019). Thanks to Grant for the Web (a fund created with the support of Coil, Mozilla, and Creative Commons), 2020 / 2021 has seen a fair bit of growth in the web monetization ecosystem with the development of new web monetized platforms, search engines, research papers, solutions to web monetize mainstream platforms, and projects utilizing web monetization as a funding source.

As a Grant for the Web recipient, the StoryToGo team has been researching and experimenting with the web monetization standard, as well as interviewing other creatives and educators with regards to how they are utilizing the web monetization standard to build sustainability around their creations. From this work, they are building an open educational course on the Web Monetization Standard for Creators and Educators. This asynchronous open course will cover: what the web monetization standard is and the ethos behind it, the landscape of web monetization providers and platforms, how creators and educators can get started in utilizing web monetization on their projects to build towards sustainability, and an overview of how different creators and educators are utilizing the web monetization standard to build towards sustainable funding for their projects, including in the production and maintenance of open educational resources.

Session Notes

- How will your session engage the global open education community in taking action together?

This asynchronous, open course is designed to teach the open education community what the web monetization standard is, and how to set up web monetization on their projects and utilize it to create sustainable funding solutions for their projects (with no direct cost or content gates to those accessing their open educational resources). In working their way through this open educational course, participants will be able to web monetize their current and past open educational resources, and begin to receive micropayments from them on the same day. There will also be discussion boards set up to troubleshoot problems, discuss pitfalls and solutions, and debate and discuss different ways of utilizing the web monetization standard to build sustainable funding solutions into their projects.

- What outcomes will your session generate?
 - Participants will be able to put their learning into action by web monetizing their open educational resources.
 - Participants will identify the current shortcomings of the web monetization standard and discuss potential solutions to these shortcomings.
 - Participants will select which web monetization pathways work the best for their projects and articulate why.
 - Participants will set web monetization goals for their open educational resources.
 - Participants will strategize as to how best to reach their web monetization goals - what course of action do they need to take.

Please Note: this open course is currently in development. A link to the first draft of the open course will be available for review by the end of June 2021.